

PARLIAMENT PARTY ZONE

June 16, 1995



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Assignment Review

- Increase brand visibility among young adult smokers who are native to Miami.
- Determine the ideal timeframe to do the promotion -- November through December or January through June. The timeframes are based on media placement in the above mentioned months.
- Recommend specific locations within Miami in which to produce the promotion.
- Develop and recommend modifications to the Parliament Party Zone Program to effectively promote within the Miami market.
- Create trial purchase opportunities among key competitive smokers.
- Generate names from the Miami market for the database.



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Market Situation - Miami

GMR's recommendations are based on interviews with key Miami club managers, extensive in-market experience via GMR staff and discussions with various other individuals presently active in the bar/nightclub business.

- South Beach
 - Bottom third of Miami.
 - Approximate South Beach population is 30,000.
 - People and businesses are buying property in this area with plans to stay within the region.
 - Revitalization of the South Beach area:
 - draws a very diverse crowd
 - The Los Angeles of the future
 - Art deco area
 - home to many artists and gay population
 - Avante-garde attitude
 - Up-scale market - consumer's expect to spend money when they are in South Beach. (High cover charges and drink prices.)
- South Beach Club Scene
 - Clubs evolve every 6 months
 - Variety of Clubs:
 - Latin Dance Clubs
 - Upscale Clubs
 - Models and Regular people clubs
 - Gay Clubs
 - Sports Bars
 - Night life does not begin until 11:00 pm
 - Approximately 30% of club attendees are smokers.

* Specific club will be discussed in-depth later in this document



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Market Situation - Miami (Con't)

- Coco Walk Area
 - In the the heart of Coconut Grove where Main meets Grand
 - Dance clubs and sports bars in this area
 - Young adult crowd
 - Nightlife begins at 10:00 pm
 - Attracts more tourists
- Kendall Area
 - Nightlife is minimal in comparison to South Miami
 - Two bars within a mall setting
 - Cafe Iguana
 - Mars Bar

The above clubs are a combination between New York and California clubs.



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Program Recommendations

Recommendation: Reinforce the Brand's aspirational, escapist imagery in the South Miami and Coco Walk area. The majority of time will be spent in the South Miami area.

Rationale: The Parliament Party Zone concept already exists. This will be a turn-key promotion with a few modifications tailored to the Miami market.

Recommendation: Develop premiums that the Miami consumer will appreciate.

Rationale: Speak directly to the consumer. The program will create a favorable impression among locals if we identify with their lifestyle.

Recommendation: Party Patrol members should be bilingual.

Rationale: Many Spanish speaking consumers in the Miami market. Once again, we are speaking directly to the consumer - we want to communicate with the consumer as effectively as possible.

Recommendation: Sampler's uniforms should be upscale and stylish. GMR recommends that the females wear a mini-skirt and a blouse. A short blazer should be provided as well. GMR recommends that males wear black dress pants and a white collared shirt. The uniforms will have one color branding on them. A blazer may be worn by the males.

The uniform will be modified when we go to the Coco Walk bars. In this market GMR suggests collared tennis shirts and nice shorts for both the males and females.

Rationale: Some of the clubs that we will recommend have dress codes. We want to mix well with the consumer. They will receive the promotion better if samplers are dressed similarly to themselves.



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Timeframe

Recommendation: November 16, 1995 - December 17, 1995

Rationale: This timeframe allows the promotional program to coincide with the market media launch -- it will reinforce and strengthen the media Brand message.

Noche Bueno - December 24, 1995 is a tremendous family holiday in Miami. You will not find many locals out during this timeframe.

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Club Scene in South Beach

In South Beach, it is not what you know - it is who you know. If you know who Kitty Meow and Big John are, you will have a complete social calendar. The two of them are most often found outside of the Glam Slam, picking and choosing who can enter the club.

Night life begins later at night in South Beach, the lines start forming at 11:00 pm to get into the clubs and the club stays crowded until 5:00 - 6:00 in the morning.

- Upscale Clubs
 - Sons of Brazil - formerly known as Van Dome
 - Nick's Cafe - famous for Happy Hour
 - Ruby's Night Club - this is in Nick's Cafe
 - Les Bains - private club
 - Dune
 - La Voile Rouge
 - Amnesia - was very hot in 1993
 - Bash
 - Lua - many private parties are held here
 - Glam Slam - owned by the artist formerly named Prince
- This is the most popular club originated as the Paragon, a highly populated gay bar.

Theme nights are very popular in the above mentioned clubs. The consumers get excited for these promotional nights and will get into character for the night. We will designate a Parliament themed night and each consumer with a summer themed shirt on will receive a premium.



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Club Scene in South Beach (Con't)

- Latin - Dance Clubs
 - Mystique
 - Desiree
 - Cafe Atlantico
 - Coco Bongo
 - High tech discos
 - Young exhibitionistic, Latin club crowd. The biggest names in Salsa, meringue and rock en espanol.
- Gay Clubs
 - Warsaw
 - Shore Club
 - Kremlin
 - Twist
 - Gay clubs are very chic in South Miami. What happens in the gay clubs influences what happens in the other clubs. Not only gays attend these clubs.
- Sports Bars
 - Hooligans Pub
 - Flanagan's
 - Don Shula's Bar
 - The above bars are very popular during the November/December timeframe due to the popularity of football.
- Young adult Crowds
 - The Cameo
 - This club has been around the longest. This is the first bar which introduces 21 year olds into the club scene.



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Coco Walk

The clubs in this area are not as upscale in the South Beach but provide an efficient vehicle to reach a slightly different, more varied, consumer segment. The clubs are fairly large in size and offer a variety for the locals. All of the clubs are located in one complex - an effective way to reach a large group in one concentrated area.

The clubs in this area begin to fill up around 10:00 pm and stay crowded until 2:00am.

Baja Beach Club - capacity 1000

Fat Tuesdays - capacity 1000

Howl at the Moon - capacity 500

Dan Marino's American Sports Bar & Grill